

# quick connections

September 22, 2000

## Diamond milestone sparkles

*BCBSF reached a major milestone Sept. 6 when the Diamond System processed the first Virtual Office claim. Online claims adjudication (processing and settlement) has been eagerly anticipated, not only by BCBSF but also by Virtual Office (VO) providers. With Diamond, claims can be submitted and processed in two to three minutes. Diamond is a PC-based processing engine developed for Windows and is easy to use.*

*VO provider Robert Boltuch, D.O., of West Palm Beach submitted the first HMO claim. "It worked like a charm," said Joe Trance, VO business consultant. Dr. Boltuch's office staff is "looking forward to doing more and more of its work this way."*

*Processing VO claims on the Diamond System required BCBSF to rethink how the company does business. With 1,400 variations, our HMO plan was difficult and expensive to administer. Today, we have transformed our business practices into a simpler, more efficient process that will enable the company to compete successfully in the future. Product and contract simplification efforts have been crucial to implementing new VO capabilities. About 5,000 members are currently on the Diamond System, but that number will grow as we transition groups to the new BlueCare and BlueChoice product lines.*

**Quick Connections is available online at Corporate Information/Blue Views on the company Intranet.**





## Blue Community Champions volunteer hours top 22,000!

With the Aug. 15 launch of the Blue Community Champions program, the strength of BCBSF employees' commitment to community is being readily documented. More than 800 have registered on the employee volunteer database. What's more, employees have reported more than 22,000 volunteer hours for the last year!

Many employees volunteered to participate in recent company-sponsored charitable events. Here's a rundown of some events and the number of employees who participated:

Sept. 16

Heart Walk (Jacksonville) . . . . .250

Sept. 8, 9, 11, 19 - 21

HabiJax (Jacksonville) . . . . .200

Aug. 10

Day of Caring (Miami) . . . . .50

About 170 employees are registered for the Tampa and Sarasota Heart Walks on Oct. 7. There's still time to register. For information, call Mary Gabel at 813-882-7630.

We're a presenting sponsor of the Susan G. Komen Breast Cancer Foundation Race for the Cure in Miami on Saturday, Oct. 14. You can sign up to participate in this 5k run/walk through the Blue Community Champions Intranet site or call Lauren Failla in Miami at ext. 17568.

Although not a company-sponsored event, National Make A Difference Day is Oct. 28. Many nonprofit agencies are planning special events. To learn more about Make A Difference Day activities or any other volunteer opportunities, check out the Blue Community Champions site on the company Intranet (Go to Corporate Information/Blue Community).

And don't forget to report the number of hours you have volunteered, so that you can get the recognition you deserve and be eligible for quarterly and annual awards.

## Health Options fares well

In Florida's Agency for Health Care Administration (AHCA) Sept. 1 report on member-satisfaction surveys, BCBSF fared well. The survey polled members of 28 commercial, Medicare and Medicaid plans in Florida.

The report, titled "Choosing a Quality Health Plan," provides financial information about plans, summarizes complaints against HMOs and offers quality indicators based on certain screenings and checkups.

BCBSF's HMO subsidiary, Health Options, compared well against other plans, with the second lowest complaint rate at 1.91 per 10,000 members. Health Options was bested only by Aetna, whose rate was 1.31. Humana had the highest complaint rate at 8.84 per 10,000 members, followed by Foundation Health at 8.34.

Quality indicators show that commercial and Medicare HMOs, in general, do a good job of providing members with certain types of care and screenings, such as prenatal care and eye exams for diabetes.

The report is available on the Internet at [www.floridahealthstat.com](http://www.floridahealthstat.com) or by calling AHCA toll-free at 1-888-419-3456.



Customer Satisfaction



Market Leadership



Financial Strength



Public Understanding



Org. Effectiveness



Delivery Systems



National Association

## BlueChoice ready for roll out

BCBSF's new simplified PPO product line, BlueChoice, debuts Oct. 1 beginning with the sale of group products. BlueChoice replaces our Preferred Patient Care (PPC) product line.

A variety of plan options are available. Key product improvements include enhanced benefits, user-friendly contracts, consistency in benefits across product platforms and Diamond claims processing compatibility. The latter will enable Virtual Office providers to process claims online, a capability now available for HMO claims.

The BlueChoice for Individuals under 65 product is expected to be launched early next year.

For a complete rundown on BlueChoice, including a computer-based training program, check out the BlueChoice Web site on the company Intranet. Go to Organizational Pages/Operations/Operations Training Page/BlueChoice Home Page.



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**W**e are excited about the launch next month of *PersonalPath.com*, a new internet-based service for you and our members. Our business alliance with *PersonalPath.com* delivers on our promise to offer access to personalized information that will give you and our members the ability to make informed health care choices in managing your own health and the health of a loved one.

Below are some questions that many of you have asked about *PersonalPath.com*. We will continue to update you with new information as we get closer to our launch in October. If you have other questions, please send them to our internal email address Personal Path.

### **Questions & Answers**

#### **How does the site provide me with “personalized” information?**

The information is “personalized” for the member by using actual claims data filed in the past year by their doctors. Using this health insurance claims information, which is updated monthly, you will receive health news, information, tools and resources based upon your personal health. For example, if you have claims filed for diabetes treatment, you will receive health news, information and resources specific to diabetes without searching for the information.

#### **Is my personal information protected and only accessible to me?**

Claims information is protected by *PersonalPath.com*’s next-generation privacy protection model, which lets you use the site anonymously. *PersonalPath.com* does not receive, ask for, or collect any data that personally identifies a user. You will receive a verification code that is required to activate claims-based personalization on the site. You choose whether to “turn on” or “turn off” personalization at any time. Your browsing habits are confidential because no one can match your identity with your web activities—not *PersonalPath.com* or BCBSF.

*Continued*

*www.PersonalPath.com*



## **Will the site actually list my individual health care claims—such as information about how much was paid and to what doctor?**

No, that level of detail will not be on the site.

## **What are some of the features of *PersonalPath.com*?**

Useful features on the site include:

- **Care guides** offer practical information on living with an illness, caring for an ill person, and helping you to understand how health care benefits and the health system works.
- **Disease Guides** provide basic information about a disease or condition, including its symptoms, how it is diagnosed, treatments, and suggested questions for you to ask your doctor. A link to information about nontraditional treatments is provided for many of the diseases and conditions as well.
- **Drug search** helps you look up medications you may take to know more about them, how to take them, possible side effects, and how they interact with other drugs.
- The *Harvard Health Letter* offers expert opinions and analysis on important medical topics.
- The **Internet Research Assistant**, staffed by registered nurses and reviewed by physicians, locates credible, relevant medical information on the *PersonalPath.com* site or elsewhere on the Internet.
- **Direct links** to web sites created by respected organizations such as the American Heart Association, American Cancer Society, Centers for Disease Control and the American College of Obstetrics and Gynecology.
- Local health news and calendar of events.

## **Why should I trust *PersonalPath.com* or believe what it says?**

*PersonalPath.com* has been created by a team of doctors and nurses experienced in caring for seriously ill patients.

## **Are all the medical services described on the site covered by the health benefit plan?**

Some of the services described on the site may not necessarily be covered by your health plan. You are encouraged to use information from the site in discussing your care and treatment with your physician. Call the customer service number on your member I.D. card to determine the specific coverage benefits of your health plan.

## **My family is also covered by BCBSF. Will I be able to access their health data?**

A member must be 18 or older to register at *PersonalPath.com*. Parents will not have access to their children's health data but can seek information on their children's conditions by using navigation-based tracking, a personalization feature that remembers areas/sites you have visited and stores links to the information on your home page. A spouse will not receive personalized information about their husband or wife unless the spouse chooses to share their user name and password with his or her spouse.



## **DCC shuttle service aids the physically challenged**

*Safety & Security at the Deerwood Campus Complex (DCC) launched a shuttle service for the physically challenged Sept. 5 to improve accessibility between campus buildings. With the expansion and unique configuration of DCC, getting from one building to another on the opposite end of the campus presents a problem for those who are disabled.*

*The shuttle runs continuously from 7:30 a.m. until 4 p.m., Monday through Friday. Anyone who has a Florida Disabled Parking hang-tag may use the service. Shuttle riders are picked up and dropped off at the traffic circles in front of each building. Employees needing service should alert the building's lobby Security Officer, who will radio the driver to stop at their location. Service to and from parking spaces is not available.*

## **BCBSF student program gets national exposure**

*The excellence of BCBSF's school-to-work program is high enough to warrant national recognition by U.S. News & World Report. The magazine's 2001 edition of America's Best Colleges featured the program in an article about the growing popularity of internship programs.*

*High school students who participate in BCBSF's program gain business experience and college credit, and can earn a state-certified customer service certificate. The college program pays tuition up to \$1,500 per year if the student maintains a 3.0 grade point average and offers the possibility for full-time employment after graduation.*

*Beginning with this school year, BCBSF combined its high school and college training, internship and scholarship programs (including Partners in Achievement, STARS and INROADS) into one program called Partners in Education for Business Success. Currently, more than 90 high school and 60 college students participate in the program. The company recently added St. John's River Community College to its roster of onsite facilities and plans to continue to expand over the next several years.*

*For a copy of the article, contact the BRIC at ext. 55344 or email your request to the "Business Research Information Center" email box.*

*All great ideas are controversial or have been at one time.*

*— George Seldes*

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